THE PALESTINE DAILY HERALD.

PUBLISHED EVERY AFTERNOON-SUNDAY EXCEPTED.

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TELEPHONE 4-4-4

"The Hamilton Boys, You Know. SUBSCRIPTION, 15 CENTS THE WEEK-BY THE YEAR, \$6.00.

NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of "The Herald" will be gladly corrected upon it being brought to attention of the publishers.

THURSDAY, DECEMBER 29, 1910.

WEATHER FORECAST.

For Palestine and vicinity: Tonight fair, much colder;

DECEMBER 29 IN HISTORY.

1652-First newspaper sanctioned in

Russia. 1718-City of Boston purchased ten thousand loaves of bread for the poor.

1721-Mme. de Pompadour, one of the famous characters of French history, born in Paris. Died at Versailles, April 15, 1764.

1805-Asa Packer, founder of Lehigh University, born in Croton, Conn. Died May 10, 1879.

1809-William E. Gladstone, English statesman, born. Died May 19, 1898.

1837-Pitts Brothers patented first combined threshing and cleaning machine. 1845-Texas was admitted to the

Union. 1868-Lord Lisgar appointed governor

general of Canada. 1874-Alfonso XII proclaimed king of

Spain. 1875-The first steel rail was rolled

at Scranton, Pa. 1876-Eighty lives lost in railroad

wreck at Ashtabula, O. 1909-French Chamber of Deputies passed a high protective tariff

NEWSPAPER BEST MEDIUM.

bill.

Advertising mediums was the chief topic for discussion at the regular Merchants and Advertisers' Association held in that city a few days ago. Concerning the value of the news- lions in-sight and that thousands are paper, William McMahon, a well being taken out every day, but that known advertising manager, said in the concern is in need of ready money

the rest of its kind bear much the either that the managers of it are same relation to the recognized best means of publicity as the old-fashioned muzzle-loading blunderbuss of the past does to the rapid-fire magazine guns of the present day. If you were going out gunning today you wouldn't select a blunderbuss. Then why, in amples of very large profits from hunting up new business, do you use those same methods?

this time what I consider the best for nothing, and it is a prudent policy means of publicity. To my mind, there's no doubt about it-newspaper advertising.

"It's the most profitable advertising -therefore, the best. There is no limit to its business-bringing powers, provided it is backed up with the right merchandise at the right price.

ON MAIN STREET. TIM O'CONNELL, MANAGER.

TONIGHT

ECCENTRIC COMEDY, SINGING AND DANCING ACT.

FOUR THOUSAND FEET HIGH ART MOTION PICTURES.

Subjects: JIM GETS A JOB (Comedy)

DIFFERENT WAYS TO SMUGGLE (Comedy) TWO LITTLE WAIFS

(Biograph Feature) BETTY STILL AT HER OLD TRICK (Pathe Feature)

MUSIC FROM START TO FINISH BY TRIECE'S ORCHESTRA Rendering Latest High-Class Musical Selections.

Two Shows, 7 and 8:45 P. M.

PRICES: Children, 4 to 12 Years.....10 Cents

MATINEES Every Day This Week, 2:30 to 6 P. Prices 5 and 10 Cents.

♦ ♦ ♦ ♦ ♦ ♦ ♦ It is the repeating gun of present-day business-hunting methods. It hits hard and fast, and you get in six, eight, ten shots in the same time that · you were firing one under the old methods. The man who cannot afcold wave with temperature of ford to advertise can't afford to waste about 25 degrees; Friday fair. & time in his business. And if he advertises at all, his first and last and ♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ main reliance should be the news-

THE "GET RICH QUICK" CRAZE.

There is, said Charles Reade, nothing so inscrutable as a fool. Especially, he might have added, the money-seeking fool. Satan declared that all a man hath will be given for his life. But there are those who sacrifice even life itself to the lust for wealth-getting quickly through processes which savor greatly of getting something for nothing. The work which the postoffice department is now doing, in exposing and punishing swindling enterprises which are operated through the mails, is most commendable, and is inspiring as an example of administrative alertness and efficiency, but some of its revelations are depressing as examples of almost incredible folly.

A favorite scheme is to offer, in small shares at a low price, stock in some concern which is said to be certain to pay enormous profits. A gold mine company with fifty millions of ore in sight, pretends to be seeking only a hundred thousand dollars capital. Does it never occur to the dupes that if the conditions described in the circulars were true there would be no need of begging for subscriptions, but that capitalists would be eagerly offering all that was needed? And whence do they derive that amazing credulity which credits the owners of such a purse of Fortunatus meeting of the Binghamton (N. Y.) with the altruism which would invite the whole world in to share of the proceeds? To say that there are miland therefore offers stock at low "In my estimation the handbill and rates to the general public, suggests fools.

There are doubtless many oppor tunities for safe and profitable investments, in industrial and other enterprises. There have been some exvery small investments, and there will be others. But it is a safe rule to "You probably want to know by follow that something is not to be got for prospective investors to let their incredulity and skepticism increase directly as the square of the promised profits.-New York Tribune,

REAL GREATNESS.

Christ has given us a measure of greatness which eliminates conflicts. When His disciples disputed among themselves as to which should be the greatest in the Kingdom of Heaven, He rebuked them and said, "Let him who would be chiefest among you be the servant of all." Service is the measure of greatness. It always has been true, it is true today, and it always will be true, that he is greatest who does the most good. And yet, what a revolution it will work in this old world when this standard becomes the standard of every life. Nearly all of our controversies and combats arise from the fact that we are trying to get something from each otherthere will be peace when our aim is to do something for each other. Our enmities and animosities arise from our efforts to get as much as possible out of the world-there will be peace when an endeavor is made to put as much as possible into the world. Society will have taken an immeasurable step toward peace when it estimates a citizen by his output rather than by his income and gives the crown of its approval to the one who makes the largest contribution to the welfare of all.-From "The Prince of Peace."

This has been a Gloomy Gus day for fair.

The ordinance against reckless driving to fires should be strictly enforced. It is an especially dangerous

practice on a dark night.

Chief Justice White Was an Officer In Confederate Army



Photo by American Press Association

The new head of the United Fates supreme court probably is the only man ever placed in that exalted position who is an accomplished planist. Chief Justice White's main diversion is the piano. It is a source of self entertainment, through which he gets relief from the cares of ponderous judicia thought and research. But he rarely plays for the entertainment of friends. Persons on his visiting list frequently have entered his residence and surreptitiously listened to his manipulation of the keys with rapt enjoyment. When discovered he has shown embarrassment, sometimes annovance. On one occasion while strolling with his chum. Associate Justice Holmes, Justice White entered a music store and seated himself at a plane. Running his fingers over the keys with dexterity, he astounded the Massachusetts jurist with the strains of an aria from an opera they had attended the evening before and the fine points of which they had been discussing on their walk. In a jiffy a pleased crowd assembled. But so absorbed was Justice White that he did not notice his audience until from memory he had rendered the aria, which he had not played for years. When he saw the crowd he blushed and hurried through a rear door.

Mrs. Powell Almost Dead.

walk across the room," says Mrs. Ly-

Dry Ridge, Ky .- "I could hardly

This is the kind of weather when life trying to produce light and better

do some good service on the streets Many people will follow Edison a sion will be carried over tomorrow.

needed supply of water. for votes in Adams county, Ohio, tried to solve this great question; he with a view to bringing about the seem to have got startling results. In simply does not know. the county some twelve or fourteen

hundred men sold out. Ten dollars

must be money in Ohio these days

nine tons of bad eggs in Brooklyn, shipped there for the trade for the holidays. Down here in this part of the world when we want eggs we go out in the chicken yard and get what

The big rain of last night and this norning has been worth thousands of dollars to this section. It has put the ground in good condition, and with a fair amount of rainfall the rest of the winter the soil will have a fine moisture for the next crop sea-

Edna Goodrich, late wife of Nat Goodwin, who is living apart from her actor husband at present, has just disposed of the large auto in which the couple toured Europe. The car is said to be the largest in the world, and contains a bed room, bath and kitchen.

"Forty-five years after the ending of the Civil War," says the Philadelphia Record, "there are over nine hundred thousand names on the pension ist. There were not that many soldiers bearing arms at any time during the war. Now that it is no longer possible to add new names to the rolls, by whitewashing deserters or by discovery of unthought-of deserters it s gravely proposed to increase the pension rates so as to involve an added expenditure of \$45,000,000."

Next year should be a busy one in Palestine. To start with, work will be under way on the new federal building, and other business property will go up. It is possible, and many think probable, that the town will secure a new railroad in the coming year, and one that will be of some value. But the thing that is going to bring the greatest prosperity to the town is the location of many new people on our farm lands. A pros perous country population always means a prosperous town. Get the one and you have the other.

After spending practically his whole

Stomach Blood and Liver Troubles

Much sickness starts with weak stomach, and consequent poor, impoverished blood. Nervous and pale-people lack good, rich, red blood. Their stomachs need invigorating for, after all, a man can be no stronger than his stomach. A remedy that makes the stomach strong and the liver active, makes rich red blood and overcomes and drives out disease-producing bacteria and cures a whole multitude of diseases

Get rid of your Stomach Weakness and Liver Laziness by taking a course of Dr. Pierce's Golden Medical Discovery -the great Stomach Restorative, Liver Invigorator and Blood Cleanser.

You can't afford to accept any medicine of unknown composition as a substitute for "Golden Medical Discovery," which is a medicine of known composition, having complete list of ingredients in plain English on its bottle-wrapper, same being attested as correct under oath.

Dr. Pierce's Pleasant Pellets regulate and invigorate Stomach, Liver and Bo

Meet to Discuss **College Athletics**

New York, Dec. 29.-Representaives of nearly one hundred of the leading colleges and universities of the country filled the assembly room of the Hotel Astor this morning when Captain Palmer E. Pierce, U. S. A., called to order the fifth annual meeting of the Intercollegiate Athletic Association of the United States, The roll call showed the attendance to be larger and of a more representative character than at any previous meeting of the organization. A number of prominent colleges of the west and south were represented for the first

In accordance with a policy adopted it the meeting last year the opening session of the meeting was given over to addresses by men of wide rominence. In addition to Captain Pierce, who made the opening address, the speakers and their subjects were as follows: Rev. Charles F. Aked, D. D., of New York, on Athletics as a Function in National Life:" Prof. R. Tait McKenzie of the University of Pennsylvania on "A Chronicle of the Amateur Spirit," and Prof. Arthur G. Smith of the University of Iowa, on "Conference, Direction and Control of Athletics in the Middle West,"

The real business of the meeting was taken up this afternoon and owa good sidewalks can be appreciated. light, Edison seems to have finished ing to the large number and impor-ling. A large load for 50c, delive up in the dark, as witness his remarks tance of the subjects demanding at Phone 249. The split log drag should be able to on the human soul and the hereafter. tention it is probable that the sesgreat ways in his argument and reas- Foremost on the agenda is the perenoning, and will agree with him that nial question of football refor Owners of cisterns are rejoiced at the universe is based on eternal law, While this subject does not loom up this rain, as it gave them a much but few will follow him into his so largely on the program as last analysis of the human soul, which he year, when the rules of the game undertakes to make a mere machine, were given a thorough overhauling, Those ten and twenty dollar offers Edison is like other men who have the matter will again be discussed adoption of a still more perfect code. The charges that the new rules are not being strictly enforced by the officials selected, and that the stu- block 38, Section A, New Chic dents fail to adhere stritcly to the also 20 acres of the W. Ewing leagu letter of the present rules, will be handled in a forceful manner.

dia Powell, of Dry Ridge, "before I tried Cardui. I was so poorly I was Other branches of college sport as Penada. almost dead. Now I can walk four miles and do my work with much well as football are slated for critical consideration. Summer baseball and Powers, \$1500; conveys part of block more ease. I praise Cardui for my wonderful cure," Cardui is success- amateur law and the subject of track B-3, sub-division A, Texas Land con ful in benefiting sick women, because athletics, their proper control, uni- pany addition. it, is composed of ingredients that form rules for participants and meth- A. C. Green to E. W. Hungal act specifically on the womanly con- ods of preserving records made will \$300; conveys part of Green's Nor stitution, relieving headache, back- be discussed. Still another matter to Hill addition. ache, irregularity, misery and dis- be considered and acted upon is the Miller and Thompson to H. tress. Only a good medicine could proposal to change the constitution, Wright, \$1200; conveys lots 3 and show such continual increase in pop- so as to give representation on the block 32, North Hill addition. ularity as Cardui has for the past 50 executive committee to local leagues, Jewell White et al to Mose Merrit years. Try Cardui, the woman's such as that of the New England \$1; conveys part of the T. N. Little 13 states, the Southern Intercollegiate, survey.

the Missouri Valley conferences, Ohio Valley and the Western Penn vania and West Virginia League.

Indiana Indians To Hold Counc

(Herald Special.)

Peru, Ind., Dec. 29 .- Members the Miami tribe of Indians, who rein considerable number through the length of the Wabash river valley, are gathering at the Kim Bundy reservation near this city to take part in the first Indian tribal council that has been held in this section of the country in many years. The council has been called by Chief Joe Engelman. The purpose is to agree upon a definite plan of action in pressing the Miami claim against the government. It is held that a large amount of money really due the Miami Indians was, by mistake, paid to the Potiawatomies.

Car of Bananas.

Car of Bananas arrived too late for the Christmas trade will be sold at the car at a sacrifice. Call early, W. H. Smith

to my new place, 206-208 Palmer street, Jan. 1. W. Mitchell, The Furniture Man

Who Wants Shavings? Good heavy mill shavings for kin

COURT HOUSE

Deeds on File, E. V. Douthitt and wife to A Sanders, \$575; conveys part of P. Martin survey.

Robinson Bres. to Jno. Little, \$73. convey spart of the L. Barnett s

S. A. Buffington to Ernest J. E wards, \$380; conveys lots 5 and J. M. Emerson and wife to J.

Jordan, \$1200; conveys part of the W. H. St. John and wife to J.

Mr. Business Man

It is generally conceded by all progressive business men that publicity is necessary to the life of business in these days. The only question debatable at all is the means of securing such publicity. The question has been discussed and tested, and the big concerns of the country have almost universally agreed that there is no advertising at anything like the same cost that compares, in its results, with newspaper advertising. And this is what the Herald wants to discuss with you, Mr. Business Man, for the coming year. When taking stock and making your plans for the next year, count the Herald in on your calculations. Phone our advertising man to come and see you and make you a price on a year's contract, and show you that you can carry a regular ad. in the Herald and cover the town every day at a nominal cost-much less than you possibly think. If you are interested in the question of advertising and business extension we are sure we can help you.

In this connection we desire to return our sincere thanks and best wishes to the host of business people who are our regular patrons the year round, and one year after another. These are the people that make business possible.

Phone 444 and we will have a man to see you.

THE HERALD

